

FLOR-0001-100 148573

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Amendments to the Claims

This listing will replace all prior versions, and listings, of claims in the application:

Claim 1 (Original). An advertising system, comprising: a floor display; at least one motion sensor for detecting motion; a memory comprising instructions for illuminating the display; and a controller, that is in electrical connection with the display, the sensor and the memory and that reads the memory and activates the display in response to a signal from the sensor.

Claim 2 (Original). The advertising system of claim 1, wherein the at least one motion sensor senses motion proximal to the display.

Claim 3 (Original). The advertising system of claim 1, further comprising a direct current power source that powers the controller.

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Claim 4 (Original). The advertising system of claim 1, wherein the memory instructions further comprise instructions for instructing the controller to illuminate the display in a first pattern and a second pattern.

Claim 5 (Original). The advertising system of claim 4, wherein (i) the controller illuminates the display according to the first pattern when the sensor does not sense motion; and (ii) the controller illuminates the display according to the second pattern when the sensor senses motion and sends the signal to the controller.

Claim 6 (Original). The advertising system of claim 5, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory instructions further comprise instructions for illuminating the display in a third pattern.

Claim 7 (Original). The advertising system of claim 6, wherein the controller executes the memory instructions to illuminate the display in the third pattern when the interface switch is

FLOR-0001-100 148573

PATENT

activated and the interface signal is sent to the controller.

Claim 8 (Original). The advertising system of claim 1, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises sound instructions for broadcasting a first sound.

Claim 9 (Original). The advertising system of claim 1, wherein the controller reads the memory sound instructions and activates the speaker to broadcast the first sound in response to a signal from the sensor.

Claim 10 (Original). The advertising system of claim 9, wherein the memory sound instructions further comprise instructions for broadcasting a second sound from the speaker and the controller reads the memory and activates the speaker to broadcast the second sound when the sensor does not sense motion.

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Claim 11 (Original). The advertising system of claim 10, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory sound instructions further comprise instructions for broadcasting the third sound from the speaker.

Claim 12 (Original). The advertising system of claim 11, wherein the controller executes the memory instructions to broadcast the third sound when the interface switch is activated and the interface signal is sent to the controller.

Claim 13 (Original). The advertising system of claim 1, further comprising an aromatic unit in electrical communication with the controller and wherein the memory further comprises aromatic instructions for emitting the first aroma from the aromatic unit.

Claim 14 (Original). The advertising system of claim 13, wherein the controller reads the aromatic instructions and activates the aromatic unit to emit the first aroma in response to a

FLOR-0001-100 148573

PATENT

signal from the sensor.

Claim 15 (Original). The advertising system of claim 14, wherein the memory aromatic instructions further comprise instructions for emitting a second aroma from the aromatic unit and the controller reads the memory and activates the aromatic unit to emit the second aroma when the sensor does not sense motion.

Claim 16 (Original). The advertising system of claim 15, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory aromatic instructions further comprise instructions for emitting a third aroma from the aromatic unit.

Claim 17 (Original). The advertising system of claim 16, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and the interface signal is sent to the controller.

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Claim 18 (Original). The advertising system of claim 1, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

Claim 19 (Original). The advertising system of claim 18, wherein the input device is a wireless device.

Claim 20 (Original). An advertising system, comprising: a display; a motion sensor; a memory comprising a first set of display instructions for illuminating the display in a first pattern and a second set of display instructions for illuminating the display in a second pattern; and a controller comprising (i) an attract mode in which the controller communicates with the memory to execute the first set of display instructions and illuminate the display in the first pattern; and (ii) an audience mode in which the controller communicates with the memory to execute the second set of display instructions and illuminate the electroluminescent display in the second

FLOR-0001-100 148573

PATENT

pattern in response to a signal from the motion sensor.

Claim 21 (Original). The advertising system of claim 20, wherein the at least one motion sensor senses motion in an area proximal to the display.

Claim 22 (Original). The advertising system of claim 20, further comprising a direct current power source that powers the controller.

Claim 23 (Original). The advertising system of claim 20, wherein the system further comprises (i) an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) the memory further comprises a third set of instructions for illuminating the display in a third pattern.

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Claim 24 (Original). The advertising system of claim 23, wherein the controller further comprises a response mode in which the controller executes the third set of instructions to illuminate the display according to the third pattern when the interface switch is activated and the interface signal is sent to the controller.

Claim 25 (Original). The advertising system of claim 24, wherein the interface switch is a touch switch.

Claim 26 (Original). The advertising system of claim 20, further comprising a speaker for broadcasting sounds which is in electrical communication with the controller and wherein the memory further comprises a first set of sound instructions for broadcasting a first sound.

Claim 27 (Original). The advertising system of claim 26, wherein the controller executes the first set of sound instructions and activates the speaker to broadcast the first sound when the controller is in the attract mode.

Claim 28 (Original). The advertising system of claim 27, wherein the memory further comprises a second set of sound instructions for broadcasting a second sound from the speaker and the

FLOR-0001-100 148573

PATENT

controller reads the memory and activates the speaker to broadcast the second sound when the controller is in the audience mode.

Claim 29 (Original). The advertising system of claim 28, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory further comprise a third set of sound instructions for broadcasting a third sound from the speaker.

Claim 30 (Original). The advertising system of claim 29, wherein the controller executes the third set of memory instructions to broadcast the third sound from the speaker when the controller is in the response mode.

Claim 31 (Original). The advertising system of claim 26, further comprising an aromatic unit in electrical communication with the controller and wherein the memory further comprises a first set of aromatic instructions for emitting a first aroma from the aromatic unit.

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Claim 32 (Original). The advertising system of claim 31, wherein the controller reads the first set of aromatic instructions and activates the aromatic unit to emit the first aroma when the controller is in the attract mode.

Claim 33 (Original). The advertising system of claim 32, wherein the memory further comprises a second set of aromatic instructions for emitting a second aroma from the aromatic unit and the controller executes the second set of aromatic instructions and activates the aromatic unit to emit the second aroma when the controller is in the audience mode.

Claim 34 (Original). The advertising system of claim 33, wherein (i) the system further comprises an interface switch which is coupled to the controller and which when activated sends an interface signal to the controller; and (ii) wherein the memory further comprises aromatic instructions for emitting a third aroma from the aromatic unit.

FLOR-0001-100 148573

PATENT

Claim 35 (Original). The advertising system of claim 34, wherein the controller executes the memory instructions to emit the third aroma when the interface switch is activated and the interface signal is sent to the controller.

Claim 36 (Original). The advertising system of claim 20, further comprising an input device which is in electrical communication with the controller and wherein instructions for illuminating the display can be changed by inputting instructions with the input device.

Claim 37 (Original). The advertising system of claim 36, wherein the input device is a wireless device.

Claim 38 (Original). A method of advertising, comprising: illuminating a floor display according to a first pattern; sensing motion; and illuminating the floor display according to a second pattern when motion is sensed.

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Claim 39 (Original). The method of claim 38, wherein sensing motion comprises sensing motion in an area proximal to the display.

Claim 40 (Original). The method of claim 38, further comprising sensing that the motion has stopped.

Claim 41 (Original). The method of claim 40, further comprising illuminating the display according to the first pattern after sensing that the motion has stopped.

Claim 42 (Original). The method of claim 38, further comprising receiving an interface signal from an interface switch.

Claim 43 (Original). The method of claim 42, further comprising illuminating the display according to a third pattern after receiving the interface signal.

Claim 44 (Original). The method of claim 38, further comprising broadcasting a first sound

FLOR-0001-100 148573

PATENT

through a speaker.

Claim 45 (Original). The method of claim 44, wherein broadcasting the first sound comprises broadcasting the first sound when no motion is sensed and wherein the method further comprises broadcasting a second sound from the speaker when motion is sensed.

Claim 46 (Original). The method of claim 45, further comprising receiving an interface signal from an interface switch and broadcasting a third sound after receiver the interface signal.

Claim 47 (Original). The method of claim 38, further comprising emitting a first aroma from an aromatic unit.

Claim 48 (Original). The method of claim 47, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further comprises emitting a second aroma from the aromatic unit when motion is sensed.

Claim 49 (Original). The method of claim 48, further comprising receiving an interface signal from an interface switch and broadcasting a third aroma after receiver the interface signal.

Claim 50 (Original). The method of claim 49, further comprising inputting instructions for illuminating the display to a system that controls the illumination of the display.

Claim 51 (Original). The method of claim 50, wherein inputting instructions further comprises inputting the instructions with a wireless device.

Claim 52 (Original). A method of advertising, comprising: illuminating a floor display according to a first pattern; sensing motion; illuminating the display according to a second pattern when motion is sensed; and receiving an interface signal; and illuminating the display according to a third pattern after receiving the interface signal.

FLOR-0001-100 148573

PATENT

Claim 53 (Original). The method of claim 52, wherein sensing motion comprises sensing motion in an area proximal to the display.

Claim 54 (Original). The method of claim 52, further comprising sensing that the motion has stopped.

Claim 55 (Original). The method of claim 54, further comprising illuminating the display according to the first pattern after sensing that the motion has stopped.

Claim 56 (Original). The method of claim 52, further comprising broadcasting a first sound through a speaker.

Claim 57 (Original). The method of claim 56, wherein broadcasting the first sound comprises broadcasting the first sound when no motion is sensed and wherein the method further comprises broadcasting a second sound from the speaker when motion is sensed.

Claim 58 (Original). The method of claim 57, further comprising broadcasting a third sound after receiver the interface signal.

Claim 59 (Original). The method of claim 52, further comprising emitting a first aroma through an aromatic unit.

Claim 60 (Original). The method of claim 59, wherein emitting the first aroma comprises emitting the first aroma when no motion is sensed and wherein the method further comprises emitting a second aroma from the aromatic unit when motion is sensed.

Claim 61 (Original). The method of claim 60, further comprising emitting a third aroma after receiver the interface signal.

Claim 62 (Original). The method of claim 52, further comprising inputting instructions for

FLOR-0001-100 148573

PATENT

illuminating the display to a system that controls the illumination of the display.

Claim 63 (Original). The method of claim 62, wherein inputting instructions further comprises inputting the instructions with a wireless device.

Claim 64 (Original). An system for conveying information, comprising: a floor display; a speaker; at least one motion sensor; a memory comprising instructions for illuminating the electroluminescent display and for creating a sound to be broadcast by the speaker; and a controller, that is in electrical connection with the display, the speaker, the sensor and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to illuminate a first pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

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Claim 65 (Original). The system of claim 67, further comprising an aromatic unit and wherein the memory further comprises instructions for emitting an aroma from the aromatic unit and the controller activates the aromatic unit to emit an aroma from the aromatic unit.

Claim 66 (Original). The system of claim 68, further comprising an interface unit which is in electrical communication with the controller and wherein the controller executes the memory instructions in response to a signal from the interface unit to illuminate a second pattern on the electroluminescent display and to broadcast a first sound through the speaker in response to the signal.

Claim 67 (Original). The system of claim 69, further comprising an input device which is electrical communication with the controller, the input device being for inputting new memory instructions which can be stored in the memory.

Claim 68 (Original). An system for advertising, comprising: an output device; at least one motion sensor; a memory comprising instructions for generating a first output from the output device; a controller, that is in electrical connection with the output device, the speaker, the sensor

FLOR-0001-100 148573

PATENT

and the memory, the controller executing the memory instructions in response to a motion sensed signal from the sensor to generate the output in the display; and an input device for changing the memory instructions to generate a second output from the output device.

Claim 69 (Original). The system of claim 68, wherein the output device comprises a floor decal.

Claim 70 (Original). The system of claim 68, wherein the output device comprises a speaker.

Claim 71 (Original). The system of claim 68, wherein the output device comprises an aroma generator.

Claim 72 (Original). The system of claim 68, wherein the input device comprises a touchpad.

Claim 73 (Original). The system of claim 68, wherein the input device comprises a remote device.

Claim 74 (Original). The system of claim 68, wherein the remote device is a wireless device.

Claim 75 (New). A system for advertising comprising:

a sensor;

an output device for generating sound;

a floor display;

a memory comprising instructions for generating sound from the output device; and

a controller in electrical connection with the output device, the sensor, and the memory, the controller executing the memory instructions in response to a signal generated by the sensor.

Claim 76 (New). The system of claim 75 wherein the sensor is a motion sensor.

FLOR-0001-100 148573

PATENT

Claim 77 (New). The system of claim 76 wherein the motion sensor is adapted to sense motion proximal to the floor display.

Claim 78 (New). The system of claim 75 wherein the memory instructions comprise instructions for generating a first sound output and instructions for generating a second sound output.

Claim 79 (New). The system of claim 78 wherein the controller (i) executes the instructions for generating the first sound output in response to a first signal from the sensor, and (ii) executes the instructions for generating the second sound output in response to a second signal from the sensor.

Claim 80 (New). The system of claim 79 wherein the sensor is a motion sensor, the first signal being generated when the sensor does not sense motion and the second signal being generated when the sensor senses motion.

Claim 81 (New). The system of claim 75 wherein the output device is at least one speaker.

Claim 82 (New). The system of claim 75 further comprising a direct current power source that powers the controller.

Claim 83 (New). The system of claim 75 wherein the floor display is illuminated.

Claim 84 (New). The system of claim 83 wherein the memory further comprises instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in a second pattern.

Claim 85 (New). The system of claim 84 wherein the controller (i) executes the instructions for illuminating the floor display in the first pattern in response to a first signal from the sensor, and (ii) executes the instructions for illuminating the floor display in a second pattern in response to a second signal from the sensor.

Claim 86 (New). The system of claim 85 wherein the sensor is a motion sensor, the first signal being generated when the sensor does not sense motion and the second signal being generated when the sensor senses motion.

FLOR-0001-100 148573

PATENT

Claim 87 (New). The system of claim 75 wherein the sensor is touch activated.

Claim 88 (New). The system of claim 87 wherein the sensor is a keypad, a floor pedal, or a button.

Claim 89 (New). The system of claim 87 wherein the sensor is proximal to the floor display.

Claim 90 (New). The system of claim 75 wherein the floor display is rectangular.

Claim 91 (New). The system of claim 75 further comprising an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller.

Claim 92 (New). The system of claim 75 wherein:

the sensor is a motion sensor adapted to sense motion proximal to the floor display;

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Cont. the memory instructions further comprising instructions for generating a first sound output and instructions for generating a second sound output;

the controller (i) executing the instructions for generating the first sound output in response to a first signal generated by the motion sensor when motion is not sensed, and (ii) executing the instructions for generating the second sound output in response to a second signal generated by the motion sensor when motion is sensed;

the output device is at least one speaker;

the floor display is illuminated;

the memory instructions further comprising instructions for illuminating the floor display in a first pattern and instructions for illuminating the floor display in a second pattern;

the controller (i) executing the instructions for illuminating the floor display in the first pattern in response to the first signal from the motion sensor, and (ii) executing the instructions

FLOR-0001-100 148573

PATENT

for illuminating the floor display in the second pattern in response to the second signal from the motion sensor;

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an input device for inputting new memory instructions into the memory for storage, the input device being in electrical communication with the controller; and

the floor display is rectangular.
